LEO BURNETT COMPANY, *Inc.*
Ad No. 2392—Req. No. 70027—Winfield Striped Shirt—1 Page—4 colors—Bleed—8⅝ x 11¼ in.—National Magazines, 1971 (A)
Printed in U.S.A.

Marlboro Red
or Longhorn 100's—
you get a lot to like.
Marlboro
Come to where
the flavor is.
Kings, 20 mg "tar," 1.3 mg. nicotine—
100's, 22 mg "tar," 1.5 mg. nicotine av. per cigarette, FTC Report Nov. '70

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